

# INFORMATION LETTER

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Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

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## Distribution Data Guide New Marketing Publication

The Office of Distribution, Business and Defense Services Administration, has announced conversion of its monthly publication, *Distribution Data Guide*, to a subscription basis commencing with the October issue.

It has been compiled and published on a free basis since the first issue in March.

The *Distribution Data Guide* lists brief annotations of selected recent publications and reports, both government and nongovernment, which contain basic information and statistics for use in market research, merchandising, sales promotion, advertising, and allied subjects of interest to businessmen and others engaged in the distribution of goods or services.

A year's subscription to the *Guide* includes 12 monthly issues and two cumulative subject indexes which list material annotated in the preceding six months. The annual subscription rate is \$2 to a domestic address. Individual copies of the *Guide* are sold for 15 cents.

Subscriptions will be received by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., or may be made through Commerce Department field offices.

## Food Distribution Research and Marketing Advisory Group

Secretary Benson has appointed an 11-member committee to advise the U. S. Department of Agriculture on its research, marketing, and educational programs in the field of food distribution.

Members of the new advisory group represent food retailers, wholesalers, and distributors, producers of food-packaging materials, and buyers of food for hotels, restaurants, and institutions.

Their job is to advise USDA on its research and related activities concerned with better methods of distributing food products through wholesale and retail outlets.

This Food Distribution Research and Marketing Advisory Committee

(Please turn to page 309)

## John L. Harvey Appointed Deputy Commissioner of FDA

John L. Harvey has been appointed Deputy Commissioner of the Food and Drug Administration, it was announced October 7 by Secretary Hobby. He will serve under Commissioner George P. Larrick.

Simultaneously, Robert S. Roe, formerly FDA's Director of Program Research, has been appointed to succeed Mr. Harvey as an Associate Commissioner.

A Virginian, Mr. Harvey attended William and Mary College, Virginia Polytechnic Institute (chemistry and bacteriology), and Tulane University College of Medicine. He is a veteran of World War I.

Mr. Harvey started work with FDA 29 years ago as a food and drug inspector in Seattle. After five years there, he was assigned to administrative work in San Francisco. In 1934 he became chief of the Seattle station, and in 1937 was made chief of the western district with headquarters in San Francisco. In 1948, when control of the FDA field activities was centralized in Washington, Mr. Harvey was appointed Director of Regulatory Management. He became Associate Commissioner in 1951.

Mr. Harvey studied law at the Jefferson College of Law in San Francisco, and is licensed to practice in Virginia, Maryland, and the District of Columbia.

Mr. Roe was graduated from the University of Denver (chemistry) and did graduate work at the University of Chicago. After a short term as a plant control chemist, he entered FDA service as a chemist in Chicago in 1925. He was transferred to Washington in 1930 to assist in directing the import inspection program and went to San Francisco in 1934 as assistant chief of station. He became chief of the Seattle station in 1937, and chief of the Los Angeles station in 1943. He was transferred to Washington in 1952 as Director of Program Research.

George P. Larrick, Deputy Commissioner for three years, was appointed Commissioner in July following the retirement of Charles W. Crawford.

## Diverted Acreage

Officials of the U. S. Department of Agriculture are working toward the issuance of regulations to implement the policy statement by Secretary Benson with regard to the use of diverted acres (see INFORMATION LETTER of September 18, page 291).

Prior to issuance of that statement, N.C.A. took cognizance of the possible implications of the diverted acreage problem on canning crops and pointed out to agricultural leaders, both in and out of the government, the stabilizing influence of the system by which acreage is contracted for processing crops in advance of planting.

It is expected that regulations for the diverted acreage program will be issued in the next week or ten days, and that the USDA's program will not adversely affect canner-grower relations.

## Injury Rates in Manufacturing During Second Quarter, 1954

Continuing its downward trend, the all-manufacturing injury-frequency rate dropped to an average level of 11.1 disabling injuries per million employee-hours worked in the second quarter of 1954. This was the third successive quarter in which a new low in the rate has been reached, according to the Bureau of Labor Statistics, U. S. Department of Labor.

The cumulative average for the first six months of 1954 was 17 percent below that for the corresponding period of 1953. These preliminary indications point to a new record of safety in American industry for 1954.

For the first six months of 1954 the cumulative injury-frequency rate for the canning and preserving industry was 19.4 disabling injuries per million man-hours worked, compared with 26.7 for the first six months of 1953. This decreased injury rate in the canning industry occurred in five of the first six months, January of this year being the only month during which injuries were more numerous than a year before. The decrease in

injuries in the canning industry was most marked in June of this year, when the injury rate was only 20.8 compared with 30.5 in June of 1953. Usually the injury-frequency rate increases in June with the increasing tempo of seasonal canning operations. However, this year the injury rate in the canning industry decreased 1.2 points from May to June. Unless the injury rate increases abnormally during the last six months of this year, the injury-frequency rate for the canning industry in 1954 probably will be about 15 percent lower than the annual average for 1953.

The following table lists injury-frequency rates for the canning and preserving industry, in comparison with all manufacturing and other segments of the food industry, ranked according to injury-frequency rate during the second quarter of 1954:

**Injury-Frequency Rates for Selected Food Manufacturing Industries**

Industry	First quarter		Second quarter	
	1953	1954	1953	1954
All Manufacturing...	19.5	11.6	14.0	11.1
Food Manufacturing Industries:				
Bottled soft drinks...	30.5	25.2	39.5	25.6
Meat products...	19.5	23.4	19.4	24.5
Cane sugar...	20.5	22.6	23.7	19.4
CANNING AND PRESERVING...				
Malt and malt liquors...	21.2	20.2	26.7	19.4
Dairy products...	16.7	18.4	24.5	18.6
Meat packing and slaughter...	15.5	16.6	20.3	18.0
Grain-mill products...	19.2	17.9	21.6	17.7
Bakery products...	15.6	19.2	14.8	16.9
Misc. food products...	15.5	16.8	16.1	15.9
Confectionery products...	17.1	14.3	14.4	12.6
Distilled liquors...	13.8	11.2	15.4	8.1
	8.3	4.4	5.4	3.6

### Cling Peach News Features N.C.A. Promotion Program

The mid-October issue of the *California Cling Peach News* will feature a front-page story about the current N.C.A. Consumer and Trade Relations program. Under the heading "Canners Spread the Carpet", the article will state, among other things, that "for more than 100 years canned foods have been taken for granted, probably because they were the first prepackaged foods to see the light in a shopper's eye. As pointed out by the National Canners Association it was their introduction that helped make possible our whole modern concept of self-service selling and super markets."

The article goes on to state that the C & T campaign is built to send business the canners' way, giving "Mrs. America" an up-to-date picture of the many benefits canned foods

bring to her kitchen and dinner table. The article cites such examples as the *Woman's Home Companion* feature in May and the *American Weekly* feature in September. It also contains references to other promotion programs currently underway in the canning trade.

Lynn B. Falch, assistant manager, advertising and merchandising, Cling Peach Advisory Board, announced the plans to feature this story in a letter to the Canners League of California. Approximately 50,000 copies of the *California Cling Peach News* are distributed in the grocery field and in addition it is distributed for six weeks or so by merchandising managers of the Board and is sent to a great many newspapers to assist them in cooperative merchandising work.

### Salmon Quality Activities Stressed in Feature Column

Efforts of salmon canners to achieve and maintain quality in their products are emphasized in a three-column feature article in the September 13 issue of the *New York Herald Tribune*, written by the famous food editor of that publication, Clementine Paddleford, who serves also on the editorial advisory board for the current N.C.A. Consumer and Trade Relations program.

Miss Paddleford based her article on personal observations made during a trip into the Northwest and Alaska. She reports an interview with Dr. E. D. Clark, Director of the Northwest Branch Laboratory of the N.C.A. in Seattle, and describes the inspection and research program carried on there in the interest of canned salmon quality.

"Packers in the last two decades," Miss Paddleford writes, "have become so conscious of the importance of quality that they have themselves undertaken scientific research on various problems, sometimes collectively through their organizations, or by individually fitting out their own laboratories."

She described also the annual salmon cuttings and showed how these are valuable in helping the industry attain a finer pack.

"Visiting the plants in the Northwest and Alaska, the surprising thing to us was their light, airy appearance and scrupulous cleanliness," she wrote.

Miss Paddleford's column not only enjoys the 331,853 daily circulation of the *Herald-Tribune*, but has coast to coast readership because the column is syndicated nationally.

### Large Retail Organizations Stage Harvest Promotions

Several extensive promotions of canned foods by large retail organizations have been announced recently. Members of N.C.A. will shortly receive printed copies illustrating two of these promotions: (1) The Roger Bell Merchandising Service of the *Ladies' Home Journal*, which goes out monthly to 1,998 operators of more than 141,000 stores, and (2) the Independent Grocers Alliance member promotion, reaching more than 5,000 operators who operate from one to six stores each.

The following statement describes the Roger Bell Merchandising Service promotion:

"A canned foods Early Harvest Sale gets the headlines in the September 27 to October 2 issue of 'The Bell-ringer,' Roger Bell Merchandising Service of the *Ladies' Home Journal*. 'The September canned foods promotion is in the Roger Bell Service—and future canned foods promotions will be there,' says Tom Raser, L.H.J.'s merchandising director, 'because of N.C.A.'s Consumer and Trade Relations Program and the increased enthusiasm for merchandising which is currently evident throughout the canning industry.'

"It was further pointed out that 'retailers respond to aggressive industry promotions and that continued industry promotion will assure frequent and continued support for canned foods.'"

In the Roger Bell promotion, store managers were told that the big push on canned foods is to take place in October and November and that the purpose of the event is to let customers know that the harvest is in and get them in the mood to do a little extra buying. Cards are to be provided featuring the words "New Pack" in bold letters to be used in mass displays in the stores.

Canned foods also took the spotlight in thousands of I.G.A. stores during the week of September 9 in a campaign which included advertising materials and promotion services. The I.G.A. organization includes both wholesalers and retailers in its membership. Advertising layouts were prepared as well as banners and large two-color window displays.

In addition to the two campaigns described above, major canned food drives are being staged during the harvest period by National Retailer-Owned Grocers, Red and White, and the Plee-Zing organizations.

## Recent Broadcast Releases Promoting Canned Foods

Following is a record of recent radio releases issued in the current N.C.A. Consumer and Trade Relations program:

The size of the canning industry, the variety of its products, and the labor-saving characteristics of canned foods are highlighted in a September 29 radio release, "Timely Talks", which was distributed to 179 broadcasters with an estimated listening audience of 11,000,000. The broadcast is used regularly on women's programs in 47 states.

The healthful attributes of canned foods are the subject of another broadcast sent on September 16 to 178 broadcasters with a listening audience of 12,000,000. This feature, built largely on the comments made by Dr. Fredrick Stare of the Harvard Department of Nutrition in the September issue of *McCall's* magazine, was distributed as part of the material in the alternate weekly radio script service "Kitchen-Air."

## Food Distribution Research

(Concluded from page 307)

has been established under authority of Title III of the Research and Marketing Act of 1946. Appointment of an advisory group on food distribution was requested by research, marketing, and extension specialists of USDA and also was recommended by the USDA Agricultural Research Policy Committee at its meeting last July 1.

The committee has been appointed to serve for one meeting, to be held in Washington March 23-25. Its members are:

- Albert S. Allen, E. I. duPont de Nemours & Co., Wilmington, Del.
- Patricia A. Beezley, Pennant Cafeteria, Topeka, Kans.
- E. J. Blalock, Blalock-Knighton Fruit Co., Shreveport, La.
- Henry J. Eavey, Henry J. Eavey, Inc., Richmond, Ind.
- T. G. Harrison, Super Valu Stores, Inc., Hopkins, Minn.
- James G. Marcuccilli, River Forest Market, River Forest, Ill.
- Myer B. Marcus, Food Fair Stores, Inc., Philadelphia
- Charles S. Ragland, C. B. Ragland Co., Nashville, Tenn.
- E. Norton Reusswig, Lestrade Brothers, New York City
- C. W. Sadd, Cooperative P & C Family Foods, Inc., Syracuse, N. Y.
- G. B. Thorne, Wilson & Co., Inc., Chicago

## Agricultural Prices

Prices received by farmers declined 2 percent during the month ended September 15, according to the Crop Reporting Board of USDA.

Lower prices for goods bought for rural living reduced the parity index about one percent, with food prices leading the decline. These downturns were partially offset by a slight increase in prices paid for production goods bought by farmers. At 280, however, the parity index was about one percent higher than a year ago.

The effective parity prices of fruits and vegetables for processing on September 15 were reported as follows:

Crop	Parity prices Sept. 15 (dollars)
<b>Fruit:</b>	
Apples for processing.....	45.10 ton
Apricots for processing (except dried).....	92.40 ton
<b>Berries for processing:</b>	
Blackberries.....	120 lb.
Boyenberries.....	134 lb.
Loganberries.....	129 lb.
Raspberries, black.....	200 lb.
Raspberries, red.....	200 lb.
Youngberries.....	132 lb.
Cherries, sour.....	204.00 ton
Cherries, sweet.....	278.00 ton
Cranberries.....	18.70 bbl.
Figs for processing (except dried).....	128.00 ton
Olives for processing (except crushed).....	260.00 ton
Peaches for processing (except dried):	
Clington.....	65.50 ton
Freestone.....	61.90 ton
Pears for processing (except dried).....	80.10 ton
Plums for processing.....	55.20 ton
Prunes for processing (except dried).....	58.00 ton
Strawberries for processing.....	9.13 crate
<b>Vegetables for processing:</b>	
Asparagus.....	204.00 ton
Beans, lima.....	153.00 ton
Beans, snap.....	128.00 ton
Beets.....	22.50 ton
Cabbage.....	15.40 ton
Corn, sweet.....	23.10 ton
Cucumbers.....	1.57 bu.
Peas, green.....	95.50 ton
Pimientos.....	76.40 ton
Spinach.....	51.50 ton
Tomatoes.....	30.50 ton

## Poultry Used in Canning

Poultry canned or used in canning during August was the largest of record for that month, according to the Crop Reporting Board of USDA. The total of 18,540,000 pounds compares with 14,773,000 during August last year and the 1948-52 average of 13,726,000 pounds. The previous high record for the month was 16,229,000 pounds canned during August, 1952.

## Importance of Canned Foods As Basic Emergency Supply

Canned foods again are officially recommended as a desirable emergency food supply in the event of bombing or other situations that would impede normal food distribution and interrupt the operation of public utilities.

The New York State Civil Defense Commission is distributing a colored leaflet, designed like a Ripley "Believe It or Not" feature, to housewives, clubs and other consumer organizations throughout the state, containing basic suggestions to housewives to increase their home food reserves. More than 40,000 copies were given out at the New York State Fair in September, it is reported in the October 6 bulletin of the New York State Canners and Freezers Association.

Among other things, the bulletin states: "The foods you eat every day are the ones to store in an emergency, especially those that are well packaged in cans and sealed cartons. \* \* \* Because gas and electricity services will be interrupted by an enemy attack, choose those foods that can be eaten without cooking; or have some canned heat and safety matches handy. A reserve of canned juices or bottled water will be of particular value to city residences whose water supplies may be knocked out. People living outside city areas will also need a home food reserve, because their local food stores depend on city wholesalers to supply their shelf stocks of foods. \* \* \* Have enough food in your home to feed the family for several days."

The final page of the leaflet lists 22 basic items that should be in every home food reserve. Among them are the following canned items: juices, fruits, vegetables, meats, soups, milk, baby foods, beans, hash. Among the miscellaneous items recommended are a can opener, matches, canned heat, and water.

## Dr. Irving Appointed in ARS

Dr. George W. Irving, Jr., has been appointed Deputy Administrator of USDA's Agricultural Research Service, to coordinate investigations of the 16 branches in ARS engaged in studies covering many fields of agricultural science.

Outstanding as a scientist in his own special field of biochemistry, Dr. Irving has spent most of his professional career in the USDA. His scientific work has been mainly of fundamental type, including some of the earliest work done in this country



with plant growth regulators and radioisotopes. His work on the biochemistry of plant disease resistance led to the isolation of the antibiotic tomatine, for which he, among a group of scientists in USDA, received a superior service award. Largely for this same work he also was honored by the Washington Academy of Sciences in 1947 with its award for research in biological science. He also contributed to the fundamental knowledge that led to recent isolation of the posterior-pituitary hormones.

### SBA Publications

The Small Business Administration, which has headquarters in the Lafayette Building, Washington 25, D. C., has issued the following publications as aids for small business:

"How To Set Up Sales Territories"—suggests guideposts for setting up territories in established markets and in new markets, and discusses whether salesmen should be routed.

"Streamlining Office System in Small Business"—reviews automatic devices and attachments that may enhance convenience of typewriters, and describes other types of office machinery and its uses.

"Wage Incentives in Small Business"—lists objectives of wage incentive plans, and reviews basic methods of wage payment, the standard time to be allowed, what premium to allow, who may participate, what it will cost, and some precautions.

### Citrus Products for U.K.

The United Kingdom has been granted \$2,500,000 in FOA financing for procurement of fresh oranges, fresh grapefruit, canned grapefruit segments, fresh lemons, and lemon products, which will be handled through private imports. The contracting period for purchases extends to March 31, 1955, with the delivery period ending the same date.

Procurement Authorization No. 57-1312-00-46-4155 confines purchases to the United States and possessions, it was announced by the Foreign Operations Administration on October 7.

The FOA Office of Small Business is informed that import licenses have not yet been issued to firms that will make purchases under this authorization. Meanwhile, however, suppliers may want to establish contact with possible importers of these products.

### Forthcoming Meetings

- October 10-12—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City
- October 15-16—Texas Canners Association, Annual Convention, Driscoll Hotel, Corpus Christi
- October 21-23—Florida Canners Association, 23rd Annual Meeting, Hollywood Beach Hotel, Hollywood
- October 27—National Pickle Packers Association, Annual Meeting, Drake Hotel, Chicago
- November 1—Association of Pacific Fisheries, Annual Convention, Seattle Golf Club, Seattle
- November 1-2—Iowa-Nebraska Canners Association, 53rd Annual Meeting, Hotel Fort Des Moines, Des Moines
- November 3-5—Association of Food Industry Sanitarians, Annual Meeting and Conference, Hotel Statler, Los Angeles
- November 4—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago
- November 4-5—Ozark Canners Association, Fall Meeting, Colonial Hotel, Springfield, Mo.
- November 5-9—Wisconsin Canners Association, 50th Annual Convention, Schroeder Hotel, Milwaukee
- November 8-10—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City
- November 17-19—Indiana Canners Association, French Lick Springs Hotel, French Lick
- November 22-23—Pennsylvania Canners Association, 40th Annual Convention, Penn Harris Hotel, Harrisburg
- December 2-9—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- December 2-3—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.
- December 2-3—Georgia Canners Association, Annual Meeting, Deloto Hotel, Savannah
- December 3—Maine Sardine Packers Association, Fall Meeting, Penobscot Exchange Hotel, Bangor
- December 7—Minnesota Canners Association, 48th Annual Convention, Hotel Radisson, Minneapolis
- December 7—Maine Canners Association, Annual Meeting, Falmouth Hotel, Portland

December 9-10—New York State Canners and Freezers Association, 50th Annual Convention, Hotel Statler, Buffalo

December 16-17—Ohio Canners Association, 47th Annual Convention, Neil House, Columbus

January 9-12—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.

January 12-13—Iowa-Nebraska Canners Association, Annual Canners Conference, Ames, Iowa

January 12-13—Northwest Canners Association, Annual Convention, Olympic Hotel, Seattle

January 18-20—Tri-State Packers Association, Sixth Annual Management Workshop, College Park, Md.

January 27-28—Canners League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco

January 31-February 1—Tri-State Packers Association, Fieldmen's School, College Park, Md.

January 31-February 1—Ohio Canners Association, Annual Canners and Fieldmen's School, Columbus

February 1-3—Pennsylvania Canners Association, 10th Annual Fieldmen's Conference, State College

February 2-3—Ohio Canners Association, Canners Short Course, Columbus

February 14-16—Canadian Food Processors Association, Annual Convention, Seignior Club, Montebello, P. Q.

February 15-18—National-American Wholesale Grocers Association, 49th Annual Convention, Hotel Morrison, Chicago

February 19—National Pickle Packers Association, Winter Meeting, Drake Hotel, Chicago

February 19-23—National Canners Association, 48th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago

March 10-11—Tri-State Packers Association, Spring Meeting, Haddon Hall, Atlantic City, N. J.

March 25-26—Utah Canners Association, 43rd Annual Convention, Hotel Utah, Salt Lake City

March 28-29—Canners League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

May 15-18—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Miami Beach, Fla.

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